



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Contract # 197935

Schedule Dates

10/09/12-10/15/12

Advertiser

Restore our Future (15528)

Agency/T-Code

Mentzer Media (1290)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1459 10/9-10/15 (72390)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

BRAUNSCHEIDEL, ANNE

Phone/Fax

/ (202) 872-0263

CPE

Est 1459 10/9-10/15

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1459 10/9-10/15

Date Entered 10/04/12
Last Modified 10/04/12
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$59,565.00
Net Total \$337,535.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month Spots Rate
Oct. 2012 93 \$397,100.00
Grand Total: 93 \$397,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			2	2	2	2			8	\$1,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/4/12
2.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA			2	2	2	2			8	\$1,800.00	\$14,400.00	WJLA Arlington (WJLA)		10/4/12
3.0	Normal Line / SPOT	10/09/12-10/11/12	2	:30	10A- RACHAEL RAY			1		1				2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/4/12
4.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			2	2	2	2			8	\$1,900.00	\$15,200.00	WJLA Arlington (WJLA)		10/4/12
5.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			2	2	2	2			8	\$2,800.00	\$22,400.00	WJLA Arlington (WJLA)		10/4/12
6.0	Normal Line / SPOT	10/10/12-10/12/12	2	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$7,000.00	\$21,000.00	WJLA Arlington (WJLA)		10/4/12
7.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	7:27P- JEOPARDY			1	1	2	2			6	\$8,000.00	\$48,000.00	WJLA Arlington (WJLA)		10/4/12
8.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	49886- ABC-ABC NIGHTLINE			1	1	1	1			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/4/12
9.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	12:02A- ABC-JIMMY KIMMEL			2	2	2	2			8	\$1,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/4/12
10.0	Normal Line / SPOT	10/09/12-10/14/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P			1		1	1		1	4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/4/12

CONFIRMATION CONTRACT

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Comments:

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WJLA
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Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 197935

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CO-OP

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Headline

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Order Type

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Package Deal

Commission %

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Commission

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Net Total

\$337,535.00

Sales Tax

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By Broadcast Month Spots Rate

Oct. 2012 93 \$397,100.00

Grand Total: 93 \$397,100.00

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11.0	Normal Line / SPOT	10/09/12-10/09/12	2	:30	10P- ABC-PRIVATE PRACTICE			2						2	\$16,000.00	\$32,000.00	WJLA Arlington (WJLA)		10/4/12
12.0	Normal Line / SPOT	10/10/12-10/10/12	2	:30	7:59P- ABC--THE MIDDLE/NEIGHBORS				1					1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/4/12
13.0	Normal Line / SPOT	10/10/12-10/10/12	2	:30	10P- ABC-NASHVILLE				1					1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		10/4/12
14.0	Normal Line / SPOT	10/11/12-10/11/12	2	:30	9P- ABC-ABC NEWS				1					1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/4/12
15.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		10/4/12
16.0	Normal Line / AUTO	10/13/12-10/13/12	2	:30	7:28P- SPORTS-ABC CAR RACING PRIME							2		2	\$7,500.00	\$15,000.00	WJLA Arlington (WJLA)		10/4/12
17.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/4/12
18.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/4/12
19.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	6:58P- ABC-AMERICA'S FUNNIEST HOME VIDEOS								2	2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/4/12
20.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			2						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/4/12

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21.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	2								2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/4/12
22.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	10A- RACHAEL RAY	1								1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/4/12
23.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2								2	\$1,900.00	\$3,800.00	WJLA Arlington (WJLA)		10/4/12
24.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2								2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/4/12
25.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	6:58P- WHEEL OF FORTUNE	1								1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/4/12
26.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	7:27P- JEOPARDY	1								1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/4/12
27.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/4/12
28.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	12:02A- ABC-JIMMY KIMMEL	2								2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/4/12
29.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/4/12
30.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	7:57P- ABC-DANCING WITH THE STARS	2								2	\$18,000.00	\$36,000.00	WJLA Arlington (WJLA)		10/4/12
31.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	10:01P- ABC-CASTLE	2								2	\$14,000.00	\$28,000.00	WJLA Arlington (WJLA)		10/4/12

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32.0	Normal Line / SPOT	10/09/12-10/09/12	2	:30	6:58P- ABC 7 NEWS SPECIAL	1		1						1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/4/12
33.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	6P- ABC-ABC WORLD NEWS TONIGHT	1							1	1	\$4,400.00	\$4,400.00	WJLA Arlington (WJLA)	world news adj. 557p-6p	10/4/12

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